



BRYANT'S BUSINESS

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Bryant College, Smithfield, RI

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Bryant's image undergoing a "check-up"

An institution's image is a nebulous thing, yet it exerts a tremendous influence on public perceptions of a college's mission and quality. A three-pronged "check-up" of Bryant's image is now being conducted in concert with the deliberations of the Strategic Planning Committee, and will result in an institutional marketing plan.

Dr. Jo-Anne Lema, Director of Institutional Research, compares the research portion of the plan with the healthy person who goes in for a check-up to be sure that his good health continues in the future.

Dr. William T. O'Hara, President, recently commissioned the Barton-Gillet Company to develop the plan and assess how Bryant is perceived internally and externally. Dr. George Keller, whose model for academic planning has formed the basis for Bryant's new strategic planning process, is responsible for developing the plan.

"We want to help insure that we are projecting the image we intend to project," Dr. Lema said in describing our marketing contract with Barton-Gillet. "Do our constituencies perceive us the way we think they do?" The College by-laws cite our mission as teaching, research, and community service. Dr. Lema adds that Bryant is in a "very comfortable, very enviable" position right now regarding enrollments. The marketing study will help to chart our future success in terms of an expected drop in the applicant pool in the late 1980s.

There are three phases to Keller's development of the institutional marketing plan. The first is an internal reconnaissance, consisting of a review of self-study reports, long-range plans, and interviews with faculty members, students, administrators, and key trustees. Additionally, the questionnaire entitled "What Do You Think?", recently sent to Bryant administrators, faculty, and students, is a part of this phase.

The second phase is an external study where corporations, guidance counselors, potential students, and alumni are asked to assess their perceptions of Bryant. Seventy-five alumni were questioned in a telephone survey conducted by First Market Research of Boston - 25 from Rhode Island, 25 from Massachusetts, New York, Connecticut and New Jersey, and 25 in states beyond our central marketing areas. Also surveyed in the second phase were key public figures on the state and local levels, and selected business leaders.

The third phase will entail Keller's recommen-

dations and development of the plan.

Based on the findings of both the Strategic Planning Committee and the institutional marketing study, the Bryant Board of Trustees will make decisions on whether the College should pursue accreditation by the American Assembly of Collegiate Schools of Business (AACSB), currently the issue at the forefront of the strategic planning agenda.

The ultimate aim of the marketing study, Dr. Lema concluded, is to support a viable evaluation of Bryant College's institutional traditions, internal leadership, environmental trends, and strengths and weaknesses - the fundamental concepts which will enhance Bryant's success through the 1980s.



George Keller, recognized as an expert on strategic planning in higher education, is spearheading Bryant's marketing plan.

Thanks

We thank you for the telephone calls telling us you like *Bryant's Business*. Please continue to provide input... this is your newsletter designed to inform you, the Bryant community. Let's hear from you. Deadline for the February 27 issue is February 16. Editor, ext. 206.

Representation by an ambassador — Bryant's best

The best representatives of any college are its students, and Bryant College is using this approach in an inventive marketing campaign. Over 100 current students are spreading the word about Bryant to prospective students through the student ambassador program.

The ambassadors discuss Bryant College with high school seniors throughout the New England area, briefing them on admissions requirements, costs and financial aid, and campus facilities. The ambassadors also answer questions and handle requests for catalogs, brochures, and additional information.



Kathy Black and Diane Schattin go through a mock tour with Coordinator of Volunteer Admissions Gloria Wyatt as part of the training for the ambassadors program at Bryant.

The legacy of Roger Williams

On Monday, March 19, through Friday, March 23, an exhibit centered on the legacy of Roger Williams will be on display at Bryant College. Professors Mary Lyons and Judy Litoff will be working in conjunction with the Rhode Island Commission on the Humanities to present the chronicles of Roger Williams' life. As a by-product to the opening of the exhibit, a 15 minute acting presentation will take place on the 19th.

"I found that even if students weren't interested in Bryant, they were stopping to ask me questions about college in general," said Diane Schattin, a freshman accounting major at Bryant participating in the program. "A former accounting teacher of mine asked me to talk to her class about Bryant, college accounting and college in general.

"I thought that it was better to send students because nine-tenths of the students who stopped to talk to me did so because they knew me. The other (older) college representatives weren't talking to as many students as I was. They were definitely more receptive to me, since I was younger."

Ambassadors complete a short training program where they review Bryant's academic and extra-curricular programs and typical questions asked by prospective students. They are also versed on how to conduct tours of the College. The program is organized by Gloria Wyatt, Coordinator of the Volunteer Admissions Program. "When I first came here, they said I would have a difficult time getting volunteers for the program," she said, "but I found the students to be very enthusiastic and willing to donate their time."

The high school visits are the main part of the program. The ambassador returns to his/her high school and meets with the guidance counselor, talks about Bryant, updates the school's Bryant file and answers any questions. The ambassador then meets with the high school students who have already indicated an interest in Bryant, and those wanting more information on the College. "Most of the students are applying to more than one college, but they are saying that Bryant is their first choice," Ms. Wyatt added.

Bryant's popularity is reflected in its increasing number of freshman applications. Approximately 4,000 students applied last year. Of this pool of applicants, 850 were chosen for spaces in the incoming freshman class. Bryant College is currently listed in both the Barron's Guide to the Most Prestigious Colleges and Peterson's "The Most Competitive Colleges" as one of the most competitive colleges in the United States.

In January, ambassadors visited schools in Connecticut, Maine, Massachusetts, New Jersey, New York, Rhode Island, and Vermont. Ms. Wyatt said the ambassadors have been well received, and the high school students seem to be very excited about the program.

High school visitations currently are made during semester break, the five weeks or so Bryant students are out of classes during the time wintersession is conducted. Ms. Wyatt is currently planning to expand the program to include visitations at the Thanksgiving and spring breaks, to accommodate schools not accessible during semester break. The spring visitations would be primarily targeted at the high school juniors.

Bryant faculty publish new works

A number of Bryant College professors are currently at work writing books. Soon-to-be completed projects include works by Professors Behling, Floyd, Litoff, Muksian, Piascik, and Smith.

Professor Robert Behling is writing *Computer Information Systems in Business*. Designed as a textbook, Dr. Behling's work offers an introductory course in computers and data processing with a particular emphasis on business.

Dr. Virginia Floyd is author of the book *Eugene O'Neill*, scheduled for release in the spring. Dr. Floyd, an international O'Neill expert, has been applauded for her extensive research on the subject. This is her third book on the American playwright.

Professor Judy Litoff's book is titled *The American Midwife Debate: A Sourcebook On Its Modern Origins*. Her work brings together rare and difficult to locate primary source documents illuminating the complexities of the early 20th century midwife debate. Dr. Litoff's book will be published in late 1984 or early 1985.

Prentice Hall recently published Dr. Robert Muksian's *Financial Mathematics Handbook*. The book is designed for non-mathematically oriented professionals in the general area of finance.

Dr. Chet Piascik has completed his text *College Mathematics With Applications to Management, Economics, and the Social and Natural Sciences*. The book is designed to provide mathematical concepts suitable for the beginning mathematics course in today's undergraduate business admin-

istration curriculum. Dr. Piascik's book is scheduled to be marketed soon.

Professor Richard Smith recently had his *Study Guide and Workbook for Modern Elementary Statistics* published. This handbook was developed in conjunction with the text *Modern Elementary Statistics*, by the nationally acclaimed John E. Freund. Dr. Smith is currently working on a textbook with Freund. The two men will co-author *Statistics: The First Course*. Their work is on schedule and will be submitted for publishing by the end of May.

TAP a course of interest

Mixology...Tae Kwon Do...Massage for Beginners...all at Bryant College, a school of business education?

The Alternative Program, known campus-wide as TAP, is offering a selection of non-credit spring courses designed to provide enjoyment and opportunities for self development.

A total of 23 courses will be offered. Included in them are a variety of dance and exercise classes, a class in calligraphy, and one in photography. There is also a class in CPR sponsored by The American Red Cross.

A brochure outlining each course, its cost, and meeting dates is available in the Student Activities office. Most classes begin on Monday, March 5. The costs vary, ranging from \$8-36.

Registration by mail or through the Box Office (open Monday through Friday 12 Noon to 2 PM and Monday through Thursday 4:30 PM to 6 PM) begins on Tuesday, February 21 and continues through Friday, March 2. Inquiries should be made to the Student Activities Office, ext. 328.

Bryant College five years from today

Dr. George Petrello, in recapping the joint Strategic Planning Committee and Strategic Planning Advisory Council meeting on January 26, said it was, "...extremely productive... I am most pleased with the constituencies' involvement in the process."

Dr. Petrello, chairman of the Strategic Planning Committee, charged members of the strategic planning Advisory Council to invite their constituencies to develop future profiles of Bryant College. These profiles will represent what we would envision for Bryant in five years. The profiles will assist the Strategic Planning Committee in its process.

The future profile should include creative and unique ideas for Bryant's future. Input might include ideas for new facilities, student mix, restructuring of staff, and academic programs.

You can expect to be contacted by your representative for your ideas.

A night of theatre



On February 5, Dr. William O'Hara hosted the reception given for The National Theatre of the Deaf prior to their stunning performance. The production "The Hero With A Thousand Faces" was enjoyed by many from the Bryant community.

QUICKLY...

Bryant will be hosting what may very well be the largest event regarding small business and the Greenhouse Compact at a conference on Wednesday, March 14 at the College. Four to five hundred small business owners are expected to attend the program...

...**Hunger Night** will take place on February 15. ARA, Bryant's food service vendor, will ask students on the meal plan to go without dinner Wednesday night. In turn, ARA will donate proceeds to the United Way...

...**the Marketing Association** is sponsoring a dinner on Wednesday, February 22, at the Village Haven in Forestdale, RI. Tom Monahan, EVP of Leonard, Monahan, and Saabye, will be the guest speaker. The gathering offers students the opportunity to meet with an advertising professional out of the academic setting and gain insight into this area of the business world...

...on February 7, **Dr. William Bygrave**, Associate Professor of Management at Bryant College, appeared on the Roberts: Tuesday Night Show, WSBE-TV Channel 36. Dr. Bygrave discussed entrepreneurial research and the flow of venture capital to highly innovative technological firms. Dr. Bygrave's graduate student Norman Moore, owner of Computer Software, joined in the discussion...

...**all faculty, administration, staff, and students** are invited to nominate graduating seniors for this year's ten Commencement awards. Nomination forms are available in the faculty office suites, Registrar's Office, Career Services Office, Student Senate Office, Office of Student Activities, and the Archway Office. Dr. James O'Neill is Chairman of the Commencement Awards Committee...

...**Henry Steele Commager**, renowned authority on American History, will be speaking on Thursday, March 22, in Janikies Auditorium as part of the Legacy of Roger Williams program. Mr. Commager's topic of discussion will be "Religious Toleration."

CALENDAR

Wednesday, February 15

Basketball:
(W) 5:30 p.m., (M) 7:30 p.m.,
St. Anselm

**Alumni Association Executive
Board Meeting,**
6:00 p.m., Mowry Alumni House

**Southeastern New England Alumni
Chapter Meeting,**
7:15 p.m.
Mowry Alumni House

Friday, February 17

Hillel Services,
6:30 p.m.,
Trustees' Conference Room

Saturday, February 18

Basketball,
(W) 5:30 p.m., (M) 7:30 p.m.,
Assumption College

Sunday, February 19

Eucharist,
noon, Rotunda;
9 p.m., CMD Conference Room

Monday, February 20

**Washington's Birthday—
NO CLASSES**

Tuesday, February 21

TAP Registration
begins at the Box Office

Wednesday, February 22

Classes held on Monday Schedule

Billiard Exhibition,
noon - 1:30 p.m.,
Rotunda

Basketball:
(W) 5:30 p.m., (M) 7:30 p.m.,
Stonehill

Thursday, February 23

Trustees' Meeting,
3:00 p.m.,
CMD

Friday, February 24

Hillel Services—
Check with Hillel for time and
location.

Saturday, February 25

Basketball:
(W) 5:30 p.m., (M) 7:30 p.m.,
Springfield

Planned Giving Seminar,
8:30 a.m. - 3:30 p.m.
386 A + B

Top executives tell it like it is

Last fall a graduate course in executive management was introduced by Dr. Stanley Kozikowski, Bryant Associate Professor and Dean of Undergraduate Faculty. This semester the course is again offered to students under the instruction of George de Tarnowsky, Dean of Bryant's Graduate School.

An outstanding feature of this course is a series of presentations by area executives. Chief executive officers are invited to speak directly to students concerning the establishment, development and top-level management of businesses and public organizations. de Tarnowsky said, "The course exposes students to experts. Students can meet with executives and see what it is that makes things tick."

Tonight, February 13, Henry Kates, President of Mutual Benefit Financial Service Company, will be lecturing. The class takes place from 7 to 9:45 PM and includes the guest speaker and a question and answer period. Alumni are invited to sit in on the course and participate in the discussion.

Recent staff changes

The following is a list of recent personnel appointments. Elizabeth Sullivan has been appointed Assistant Director of Student Activities. Rozanne Burt is the Coordinator of Career Services. Doris Bonin is a new Custodian (Official Residence).

Temporary replacements have been hired for two staff members who are on maternity leave. Frances Beaton is replacing Janet Chaput in Publications; Lynn Dawson is replacing Paulette Bokoski in Central Services.

Additionally, Judy Talbot will be taking over Marilyn Fair's position in Student Activities during her temporary leave.

New arrivals

Paulette Bokoski, Supervisor, Central Services, and her husband, Paul, are the proud parents of Michael Paul. Weighing in at 7 lbs. 1 oz., Michael arrived Saturday, January 28.

Ida LaMothe, Secretary, Evening Division, and her husband, Leo, had a baby boy on Thursday, February 2. The child weighed in at 6 lbs. 4 oz.



Louis Hampton, President of Providence Gas Company and Providence Energy Corporation, was guest speaker for the executive management course on January 30.

First financial planning seminar at Bryant

On Saturday, February 25, six of Rhode Island's most prominent financial planners will take part in a financial planning seminar for alumni of Bryant College.

The featured experts will include Andrew H. Davis, Jr., of Davis, Jenckes, Kilmarx & Swan; Douglas M. Jansson, Executive Director of the Rhode Island Foundation; Richard B. Lafleur, Vice-President of Rhode Island Hospital Trust National Bank; Dr. Chantee Lewis, Professor of Finance at Bryant College; Michael D. Lincoln, Tax Manager of Price Waterhouse; and Peter A. Sullivan, of Harbour Point Financial Group.

These professionals will offer their advice on investments, trusts, wills, and life insurance, and their impact on estate conservation and planning. The program is a new venture for Bryant College, one which will provide financial planning assistance and information to alumni. It will be held in the Unistructure, Room 386 A & B from 9 AM to 3:30 PM. Participation is limited.

Luncheon meeting

The Southeastern New England Alumni Chapter (SNEAC) of Bryant College will gather at a luncheon at the Turks Head Club in downtown Providence on Tuesday, February 28. Guest Speaker Barbara B. Van Sciver, a management consultant with Options, Inc., will discuss "Power in the Workplace."